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HIGHER
EDUCATION

MSc in Strength, Conditioning, & Coaching Practice
• Program Information Packet



WELCOME

We are thrilled to welcome you to the ALTIS Higher Education MSc in Strength, Conditioning, and Coaching Practice—a program designed to redefine coaching education and elevate your professional journey.

This is **the first privately run Masters Degree of its kind**. We believe this program represents a transformative step in coaching education, offering a unique blend of academic rigor, practical application, and a systems-based approach to human health and performance.

ACCREDITATION AND GLOBAL RECOGNITION

The program is accredited* through our partner institution, Woolf, a global collegiate Higher Education Institution [[Learn more about Woolf here](#)].

The MSc is awarded under the European Credit Transfer System [ECTS], the largest and most widely accepted higher education credit system worldwide. Graduates earn **an MSc in Strength, Conditioning, and Coaching Practice** that is recognized internationally.

Whether your next step is advancing your career, pursuing further education, or exploring research opportunities such as a PhD, this degree is designed to support your ambitions.

PROGRAM STRUCTURE, DELIVERY AND START DATE

Duration:

Full-time: 18-24 months
Part-time: 24-36 months
Flexi: 36-60 months

Enrolment: September, 2025

- Four integrated blocks of study
- Three optional in-person residential sessions in either:
 - Scottsdale, Arizona
 - London, United Kingdom
- A combination of online lessons, live calls, mentorship sessions, and practical, hands-on learning

*Accreditation ongoing.... due for completion April 2025

OUR PERSPECTIVE AND FRAMEWORK

This program approaches health and performance through a 21st-century lens, built on the principles of **Complex, Adaptive, Dynamical Systems**. We recognize that athletes, coaches, scientists, and sports medicine practitioners all work within interconnected, evolving systems.

From day one, we'll introduce and guide you through this systems-based perspective, providing a framework that informs every aspect of the program.

BLOCKS OF STUDY

Each block is designed around a central theme and a curated set of **real-world problems** you will encounter as a practitioner.

Within each theme, you'll learn to:

- Observe and analyze health and performance issues
- Understand the systems and variables at play
- Manage complexity and integrate solutions
- Solve problems effectively using a foundation of robust concepts, principles, models, and heuristics

LEARNING BLOCKS STRUCTURE

Each learning block is built around the following framework:

- A **Theme**: Central focus for the block.
- A **Problem**: Real-world challenges you'll face as a practitioner.
- A **Solution**: Evidence-informed approaches to address these challenges.
- **Concepts and Models**: Tools to help analyze and solve the problem.
- **Principles and Heuristics**: Guidelines to streamline decision-making and practice.





WORK & EVALUATION

Throughout each block, you'll engage in tasks and assessments designed to evaluate your understanding and application of the material. You'll complete a range of assessment types which will challenge a breadth of skills, including:

- Video submissions
- System maps
- Presentations
- Written work

BLOCK SUMMARIES

Block 1: Coaching and Understanding Movement

Theme: Building the foundations of effective coaching and movement analysis.

Problems Addressed:

1. How do I identify all the factors influencing my decision-making and manage them effectively?
2. How do I analyze the movement demands of athletes and prepare them accordingly?
3. How do I screen movement to assess an athlete's abilities accurately?
4. How do I design training programs to develop movement skills?
5. How do I coach athletes during tasks and exercises to improve performance?
6. How do I create a positive training culture, manage the environment, and collaborate within an interdisciplinary team?



Block 2: From Capacity to Coordination

Theme: Understanding and developing the key factors influencing motor performance.

Problems Addressed:

1. How do I identify the physical demands of competition and use them to help guide my preparation decisions?
2. How do I identify contextually relevant training priorities through athlete profiling?
3. How do I appropriately select training methods to achieve specific adaptations?
4. How do I design adaptation specific capacity development interventions?
5. How do I design training interventions for specific capacity transfer into competition specific movement skills?





BLOCK SUMMARIES

Block 3: Performance Planning

Theme: Planning and managing training for performance in diverse populations.

Planning Problems Addressed:

1. How do I begin to plan the training year/ macrocycle for different contexts?
2. How do I decide what adaptations to focus on to begin with and when to change my focus to the next priority?
3. How do I design training mesocycles which create safe overload and achieve progression over time for different qualities?
4. How do I plan the training week to manage load and achieve adaptation in the desired qualities in different environments?
5. How do I facilitate the recovery for athletes between sessions and days and monitor the acute and chronic impact of load?

Conditioning Problems Addressed:

1. How do I understand the metabolic demands of competition to help guide my preparation decisions?
2. How do I design and apply effective short and long term training blocks to ensure specific capacity development?
3. How do I use conditioning sessions appropriately throughout training and monitor their impact on training load.

LTAD Problems Addressed:

1. How do I measure and understand where an athlete is in their growth and maturation journey to inform my decision making.
2. How do I design training which is appropriate for a maturing athletes present and future?

Block 4: Coaching Across Your Career

Theme: Creating and applying new knowledge to real-world coaching.

Problems Addressed:

1. How do I design and critically interpret research to help develop new knowledge for the coaching field
2. How do I synthesise knowledge into action to support coach decision making
3. How do I navigate the changing demands of my role across my career

WEEKLY ENGAGEMENT

Students will spend their time across a range of structured activities to support their learning:

- **Live Scheduled Calls:** Group discussions [recordings available if attendance isn't possible].
- **Small Group Mentoring:** Focused guidance in smaller settings.
- **Self-Paced Lessons:** Includes videos, text-based materials, and structured tasks, with optional group study windows.

Assessment Feedback Sessions: Direct feedback on tasks and assignments.

TIME REQUIREMENTS

- **Full-Time Students:** 5-6 hours per week in structured learning activities, with an additional 15-25 hours for self-study, coaching, planning, and assessments.
- **Part-Time Students:** 4 hours per week in structured learning activities, with additional self-paced study time as required.

The time commitment outside of structured hours will vary depending on your background knowledge, study route, and individual pace. This time includes practical coaching and self-directed learning, ensuring you integrate program content into your existing professional practice.

RESIDENTIALS

The program includes three in-person residential opportunities in either:

- **Scottsdale, Arizona, US.**
- **London, United Kingdom**

Dates are TBC

These residential dates are the same for both Part-Time and Full-Time study routes.

You are able to complete the program without attending these residential opportunities but we encourage you to attend to optimize your learning and skills





GRADUATION REQUIREMENTS

To graduate from the ALTIS MSc in Strength, Conditioning, and Coaching Practice, students must:

1. **Complete Assessments:** Successfully pass all relevant assessments.
2. **Attend Residentials:** Participate in all in-person components and meet the required learning hours.
3. **Maintain Good Standing:** Ensure tuition fees are paid up to date.

The full ALTIS Higher Education Terms and Conditions will be shared with you soon.

PROGRAM STRUCTURE

Full-Time

- **Duration:** Approximately 18-24 months [flexibility for final assessment submissions].
- **Format:** Three learning blocks, followed by a 6+month coaching project.
- **Weekly Commitment:**
 - ~5-6 scheduled study hours
 - Additional time for assessments and self-study
- **Responsibilities:**
 - Travel and accommodation costs for in-person opportunities are self-funded [preferential hotel rates available].
 - Lunch provided daily and one evening meal during each in-person event.

Part-Time

- **Duration:** Approximately 24-36 months [flexibility for final assessment submissions].
- **Format:** Three learning blocks, followed by a 6+month coaching project. With extended flexibility for assessments and content consumption.
- **Weekly Commitment:**
 - ~4 scheduled study hours
 - Additional time for assessments and self-study
- **Responsibilities:**
 - Travel and accommodation costs for in-person opportunities are self-funded [preferential hotel rates available].
 - Lunch provided daily and one evening meal during each in-person event.



TUITION

Total Program Costs:

US: \$18,000

Europe: £13,250

European student tuition [UK in-person events] benefits from Partity Pricing adjustment after currency conversion [5-10%].

A \$500/£500 deposit is required to secure your place, which will be deducted from the tuition.

Payment Options:

1. Single Upfront Payment
2. Learning Block Payment Split [4-5 payments]
3. Monthly Direct Debit [processing fee applies]
 - a. Direct Debit will be spread across either 18 or 24 months based on your study route [FT or PT]





MSc in Strength, Conditioning, & Coaching Practice Faculty*:

*Faculty subject to change with european faculty to be announced



RICH CLARKE **PROGRAM DIRECTOR**

Rich is a strength and conditioning coach and educator with over a decade of experience in sports such as basketball, rugby, and football.

He is currently the lead strength and conditioning coach for the Bristol Flyers Basketball team and specializes in change of direction and agility. An accredited UKSCA coach since 2011, Rich has consulted with many organizations such as, Everton FC, Cleveland Browns, and the Memphis Grizzlies, while also publishing research on multi-directional speed and power development.



NICK WARD **LEAD PROGRAM FACILITATOR**

Nick has dedicated nearly 35 years to coaching, mentoring, and educating athletes and coaches across a wide range of sports and settings.

Nick's career spans roles as a strength and conditioning coach, fitness coach, lecturer, business owner, and mentor, allowing him to support athletes and coaches from amateur levels to Olympic podiums. A passionate educator, Nick has influenced countless coaches through his roles as a mentor and program developer. His commitment to advancing the coaching profession continues to inspire the next generation of performance specialists.



JO CLUBB **SENIOR PROGRAM MENTOR**

Jo is an international sports science consultant and founder of Global Performance Insights, with over a decade of experience in elite team sports.

She has worked with professional organizations including the Buffalo Bills, Buffalo Sabres, Chelsea FC, and Brighton and Hove Albion FC. Jo specializes in training load monitoring, athlete profiling, and integrating AI into performance. Passionate about education, she frequently shares her expertise through blogs, lectures, and international conferences.

STUART MCMILLAN TUTOR

Stu is the CEO and Short Sprints Coach at ALTIS, with 30 years of coaching experience across professional and amateur sports.

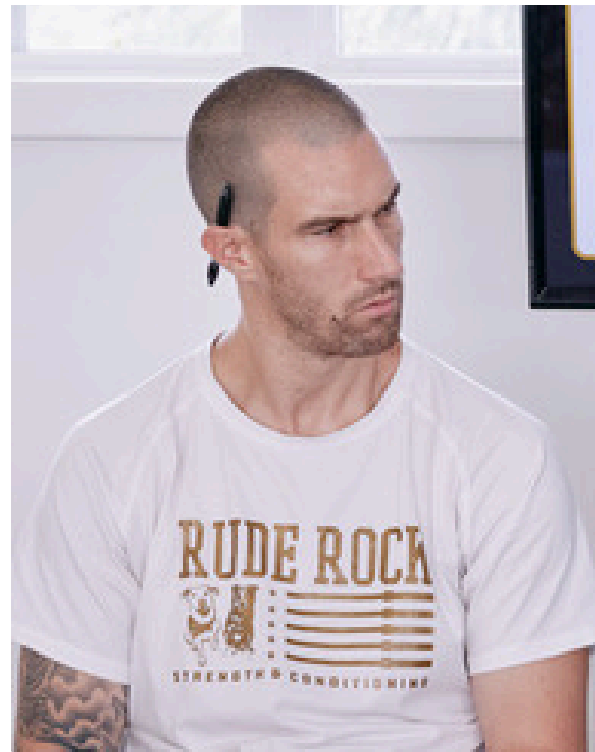
He has coached over 70 Olympians at 10 Olympic Games, contributing to more than 30 Olympic medals. Stu has worked with national governing bodies in six countries and consulted with professional teams in the NFL, MLB, NHL, EPL, Ligue 1, and NBA. His expertise lies in power and speed development, and he continues to lead the coaching field globally.



DANNY FOLEY TUTOR

Danny is the co-founder and CEO of Rude Rock Strength and Conditioning, with over a decade of experience in high-performance coaching.

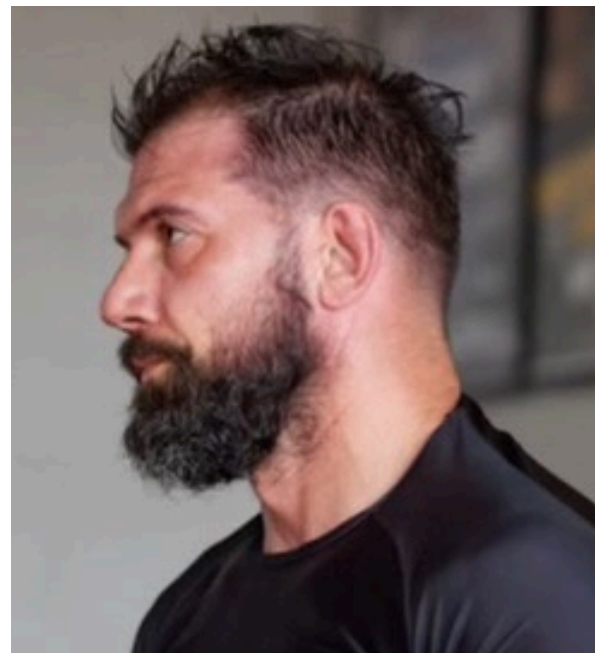
He specializes in return-to-play and complex injury cases, drawing on six years as Head Strength Coach at Virginia High Performance, where he worked with Navy SEALs and Special Operations personnel. Danny is also known for his contributions to fascial-based training and continuing education in human performance.



ROB WILSON TUTOR

Rob is a manual therapist, coach, and educator with over 20 years of experience in human performance.

He specializes in breathwork applications and has collaborated with organizations like the UFC Performance Institute, U.S. military units, and ALTIS. Rob is passionate about merging scientific principles with practical application to improve athlete performance and health.

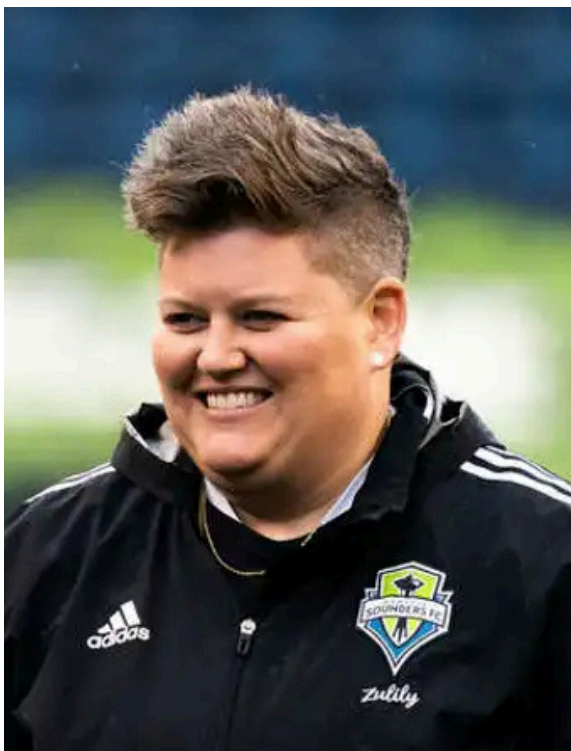




DENNIS LOGAN TUTOR

Dennis has over 17 years of experience in Strength and Conditioning, working with athletes from the NFL, international rugby, and Special Forces operators.

He blends his expertise in coaching with entrepreneurship, helping fitness professionals design business models and achieve financial independence. Dennis continues to empower coaches through education and mentorship.



MEGAN YOUNG TUTOR

Megan, the 2023 NSCA Professional Strength and Conditioning Coach of the Year, is a Performance Coach for the Seattle Sounders.

With over 15 years of experience, she integrates sport science, data systems, and human optimization technologies to support elite athletes, Olympians, and World Cup champions. Megan's work focuses on combining tactical empathy with data-driven decision-making in coaching.



JONAH ROSNER TUTOR

Jonah is a sport scientist and strength coach with seven years of experience across all major American professional sports.

Jonah has held roles with the Houston Texans, Austin FC (MLS) and the University of Texas Men's Basketball team, and has consulted for teams and athletes in the NFL, NBA, MLB, EPL, and PLL. Passionate about making advanced sport science accessible, Jonah works to bring innovative methodologies to new demographics.

KEVIN TYLER GUEST TUTOR

Kevin is the President and Long Sprints Coach at ALTIS and has over 25 years of coaching experience, including three Olympic Games and eight World Championships.

He has worked with athletes from multiple countries, including seven World Championship medalists. Kevin also served as Head of Coaching at UK Athletics and Director of the Canadian Athletics Coaching Centre, making him a highly-respected leader in performance coaching and education.



ANDREAS BEHM GUEST TUTOR

Andreas is a seasoned coach with nearly two decades of experience, helping athletes compete at four Olympics and eight World Championships.

His athletes have earned 11 individual medals, including an Olympic gold and a World Record in the 110m hurdles. Andreas brings both his expertise as a sprints and hurdles coach, as well as an experienced mentor and coach educator.



DAN PFAFF GUEST TUTOR

The legendary Dan Pfaff is a renowned track and field coach and coach educator, who has worked with national, world, and Olympic champions.

Over his 45 year career, he has coached athletes to success at multiple Olympic Games, World Championships, and international events. Currently, Dan serves as a mentor and educator with ALTIS, and a private consultant with dozens of professional teams, sharing his expertise in elite athlete development.





DEBBY SARGENT ASSESSMENT COACH

Debby has a career spanning strength and conditioning coaching, academic teaching, and performance management.

She combines her role of Assistant Professor at Heriot Watt University with coaching world-class athletes and supporting young S&C coaches. Debby has been deeply involved with the UKSCA as a coach, assessor, and board member, contributing significantly to coach education. She is the Author of the text; Strength and Conditioning For Female Athletes



DR. MATT JORDAN ACADEMIC BOARD MEMBER

Matt is a former Olympic strength and conditioning coach, sport physiologist, and integrated support team leader.

With a PhD in strength and power training, Matt has worked with numerous professional and Olympic athletes and consulted for teams in the NHL, NBA, NFL, and MLB. He continues to advance the field of human performance through research and mentorship in his role as Co-Lead, Integrative Neuromuscular Sport Performance Lab, Faculty of Kinesiology, Sport Medicine Centre, University of Calgary



DR. MORGAN WILLIAMS ACADEMIC BOARD MEMBER

Morgan is currently a Data Scientist with VALD after having been a University Lecturer for 25-years and a Certified Strength and Conditioning Coach with the NSCA since 2001.

He has consulted and worked with many organizations and institutes, supervised 14 PhD's and published over 100 research articles focused on hamstring function and overall injury risk.



DR. DAN COUGHLAN ASSESSMENT COACH

Dan is the Head of S&C at the DP World Tour (and with ETPI), the National Lead for Sports Science and Medicine with England Golf and the founder of the Golf Performance Network, a company that focuses on sports science and medicine education for all those working in (or wanting to work in) performance golf.

He has also supported PhD students and worked in the university sector for over 10 years which he currently balances with his consulting work.

**“the mind is not a vessel to be filled,
but a fire to be lit.” - Plutarch**